



ILCC News

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www.state.il.us/LCC

New design for Illinois drivers' licenses, ID cards

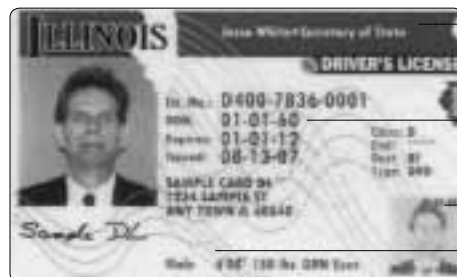
The State of Illinois has begun issuing newly designed drivers' licenses and state identification cards at all Secretary of State driver licensing facilities in Illinois. In addition to the design changes, license classifications (which remain unchanged) are designated by the new color scheme below:

- **New Drivers' Licenses:** Red color bar, text is "DRIVER'S LICENSE" (*see sample below*).
- **New Commercial Drivers' Licenses (CDL):** Red color bar, text is "CDL".
- **New Temporary Visitor Drivers' Licenses (TVDL):** Purple color bar, text is "TVDL".
- **New Identification Cards (ID):** Green color bar, text is "ID CARD" (*see sample below*).
On the back of this card, the following text is now included: "FOR IDENTIFICATION PURPOSES ONLY. NOT A LICENSE TO DRIVE."

The new card is made of a different material and produced with updated technology, allowing for more security features to verify its authenticity. These features include a ghost image, guilloche patterns (fine lines), a UV feature, and microtext.

Please visit the "Latest News" section on our home page www.state.il.us/LCC for a direct link to more details on the new card design, or visit the Illinois Secretary of State's website at www.cyberdriveillinois.com.

New Driver's License (over 21)

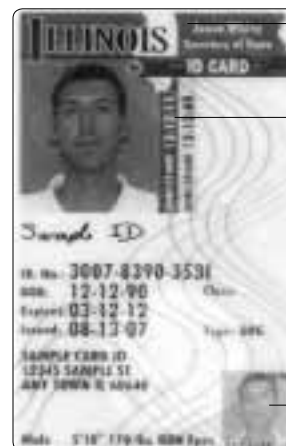


Card type indicator
(color bar)

Date of Birth
(two locations)

Guilloche pattern

New Under 21 ID Card



Card type indicator
(color bar)

Under 21/18
information
(Red bar = Under 21)

Ghost image

continued on page 7

See Page 7 to order the "We Card Hard" pack.

Special guest column

An open letter to Illinois liquor licensees:



Damon T. Arnold

On January 1, 2008 the **Smoke Free Illinois** Act was enacted to protect the health of all Illinoisans. This landmark legislation makes Illinois the 22nd state in the nation to ban public smoking. Tobacco use is the single largest cause of preventable premature death in the United States, and now Illinois has taken steps to prevent more exposure to secondhand smoke.

On behalf of the Illinois Department of Public Health (IDPH), I wish to thank all Illinois residents for making the transition to a smoke-free environment as painless as possible. However, one group deserves a special commendation: our liquor licensees and their employees. IDPH understands the challenges involved in running a business and are heartened to learn of the cooperation we received from our state's liquor servers, managers, and owners in this effort.

The Smoke Free Illinois Act bans smoking in workplaces and public places—including bars, restaurants and recreation venues. As a liquor licensee, your establishment must comply with this law.

There is no protection afforded by separating smokers from non-smokers within the same enclosed environment, and ventilation systems and air cleaners are not effective at eliminating secondhand smoke. The only effective means of protecting people from secondhand smoke is to eliminate smoking indoors, which this law does in regards to public places.

To provide a variety of informational resources, IDPH has established a web site www.smoke-free.illinois.gov, which is accessible directly from the Liquor Commission's home page www.state.il.us/LCC (see "Latest News" on right side of screen).

I encourage you to read the information to become more informed about the Smoke Free Illinois law.

Sincerely,

Damon T. Arnold, MD, MPH

Damon T. Arnold, MD, MPH
Director, Illinois Dept. of Public Health



ILCC News

Article suggestions are welcome!

The Commission welcomes your input to enhance the *ILCC News* publication. If you have a suggestion for an article topic or a helpful hint to share with other licensees, please contact the Commission's Chicago Office.

ILCC News is published by the Illinois Liquor Control Commission for state liquor licensees, local government officials, industry associations and related government agencies.

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New chief legal counsel named



Richard Haymaker

Richard Haymaker, the former Assistant Director for the City of Chicago's Department of Business Affairs and Licensing, has been named **Chief Legal Counsel** of the Illinois Liquor Control Commission (ILCC).

In his previous position, Haymaker served as the city's expert on all liquor license related issues, supervised the city's application investigation unit, and conducted workshops to educate businesses on the licensing process. Prior to attaining this city post, Haymaker's duties included serving as policy

advisor for the Chicago Liquor Commission and conducting reviews of all local liquor license applications.

"The citizens of Illinois are fortunate to have such a qualified individual serve as head of our Legal Division," says ILCC Acting Director Lainie Krozel. "In addition to Mr. Haymaker's vast knowledge of Illinois liquor laws, his enthusiasm for taking on this new challenge made him an ideal candidate for filling the position."

A Chicago resident, Haymaker graduated cum laude with a Bachelor of Arts degree from Marquette University. After earning his law degree from Marquette, Haymaker served as a research intern on foreign policy matters for members of U.S. Congress.

Illinois' tobacco retailers continue to exceed Synar target

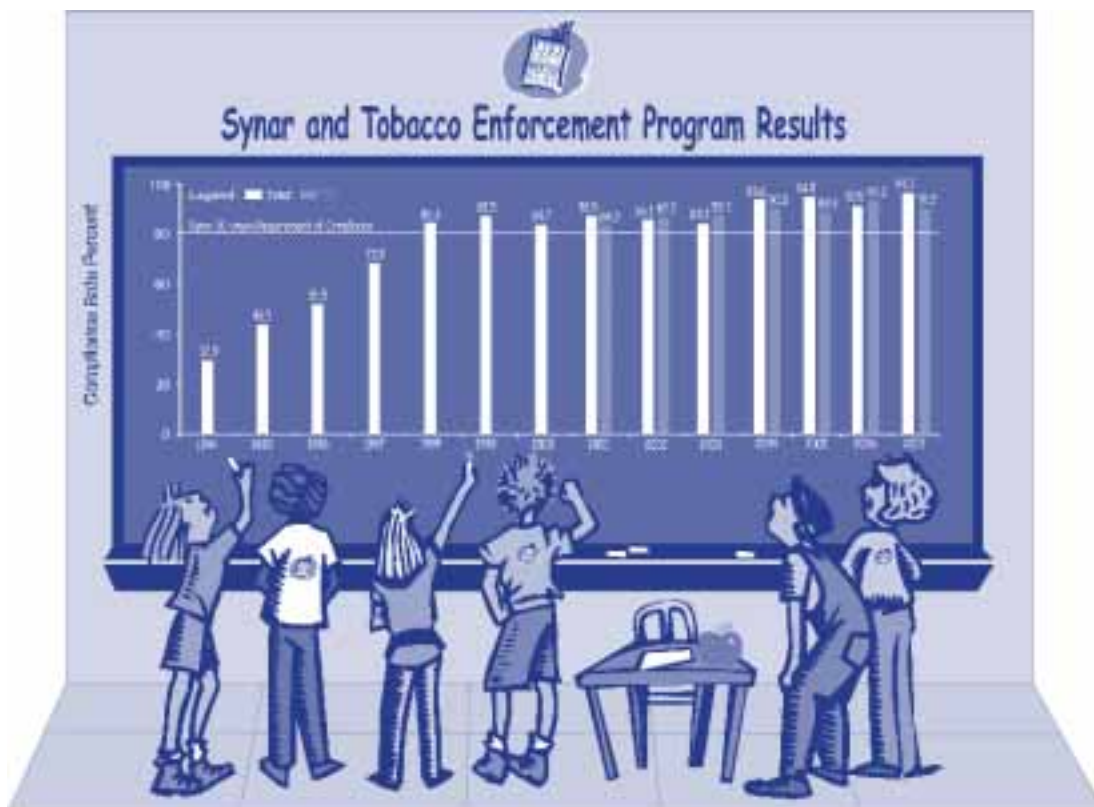
By Jeff Barr, ILCC Tobacco Manager

For the 10th straight year, Illinois' tobacco retailers exceed federal **Synar Regulations** for compliance to minimum-age tobacco laws. This year's 94.7 percent compliance rate not only exceeds

the 80 percent minimum, but it is also the state's highest rate since Synar Regulations were instituted in 1993. Compliance rates are determined by utilizing minors during purchase attempts of cigarettes at randomly selected retailers throughout the state.

Synar Regulations (named for the late U.S. Representative Michael Synar of Oklahoma) were developed to combat the ease in which minors could purchase cigarettes. In fact, Illinois' first measurement of retailer compliance yielded a compliance rate of only 32.9 percent.

The Commission attributes retailer success to increases in public awareness and employee training. In addition, the Commission's **Tobacco Enforcement Program** provides grants to 299 communities who annually provide retail education and conduct three compliance checks on each of their retailers.



Tackling the underage drinking problem...

"Don't Be Sorry" program shares anti-drinking message with football fans



A WINNING SHOT: St. Patrick High School Athletic Director Brian Glorioso congratulates student Scott Frisco after he won two free tickets to the Bears-Packers game, courtesy of the Illinois Liquor Control Commission. Frisco won the tickets for his football-throwing abilities during halftime of one the *Don't Be Sorry* events held at high school football games this past fall.



LINE 'EM UP: Those who "walked the line" were rewarded with a free t-shirt and, hopefully, a life-long lesson.



SIGN 'EM UP: The Liquor Commission's Lee Roupas autographs a "CARD HARD" poster for St. Rita H.S. students.

This past fall and winter, the Illinois Liquor Control Commission's *Don't Be Sorry* public awareness campaign traveled to high school and professional football games to get the message out about the dangers of underage drinking.

All fans who "walked the line" while wearing fatal vision goggles, simulating the effect of being intoxicated, received a free *Don't Be Sorry* t-shirt. Buttons, hand-warmers, group photos, and educational materials were also distributed during the games.

Holding anti-drinking events at football games allowed the Liquor Commission to interact with a core demographic of the *Don't Be Sorry* campaign—high school males.

"Statistics show that teenage boys are more likely to engage in risky behavior, such as drinking and driving, than teenage girls," says Ted Penesis, Industry Education Manager. "If we intend to reach our goal of raising awareness—and ultimately, reduce underage drinking—it is critical to reach this audience with our message."

As it turned out, though, *all* football fans—even the adults in the crowd—were interested in learning more about the consequences of underage drinking. "We chose an environment that was receptive for participants to better absorb and actually enjoy learning," Penesis adds.

"Don't Be Sorry" visits Soldier Field

The final event of the season occurred at the December 23, 2007 Chicago Bears vs. Green Bay Packers football game. During this very cold and windy day, Liquor Commission Acting Director Lainie Krozel joined other officials in an on-field ceremony congratulating the Bears organization for winning the TEAM Coalition (Techniques for Effective Alcohol Management) award in honor of the 6,000 Bears fans who signed a designated driver pledge.

As part of the festivities, *Don't Be Sorry* and Illinois Department of Transportation (IDOT) staff continued the Bears designated driver effort on game day in the Soldier Field concourse as well as encouraged teenage and adult fans to participate in the fatal vision goggle simulation. The *Don't Be Sorry* campaign is funded through a \$100,000 traffic safety grant from IDOT. Over 150 fans signed the designated driver pledge and over one hundred more won a free *Don't Be Sorry* t-shirt after "walking the line."

Additionally, during all December 2007 Bear games, the Liquor Commission aired public service announcements on the Bear Radio Network reminding parents of their responsibilities when hosting holiday parties that feature alcohol ([visit www.DontBeSorry.org/DontBearsPSAs.htm](http://www.DontBeSorry.org/DontBearsPSAs.htm) to listen to these



THAT'S A COLD SHOT: Sgt. Scott Slavin of the Chicago Police Department, Director Michael Stout of the IDOT Traffic Safety Division, Jill Pepper from the TEAM Coalition, and the Liquor Commission's Lainie Krozel, Ted Penesis, and Lee Roupas in the frigid Soldier Field concourse during the Dec. 23, 2007 Bears-Packers game.



SHE'S NOT SORRY: A football fan collects her free "Don't Be Sorry" t-shirt.

spots), and Chicago Police posted electronic signs and banners on the highways surrounding the stadium reminding drivers of the importance of staying sober on the road this holiday season.

The TEAM award officially recognized the Bears as one of the top National Football League teams to sign up fans to be designated drivers at home games, as part of the league-wide *Responsibility Has Its Rewards* campaign. TEAM Coalition is an alliance of professional and collegiate sports, entertainment facilities, concessionaires, stadium service providers, the beer industry, broadcasters, traffic safety experts and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities.

"I commend the Bears on their efforts to keep drunk drivers off the roads," says Director Krozel. "Gov. Rod Blagojevich and the State of Illinois are committed to reducing impaired-driving fatalities, and the Liquor Commission plays an important role in this responsibility by offering increased alcohol server training opportunities, ensuring patrons are not over-served, and educating our youth on the dangers of drinking and driving. By working together as a team, we can prevent needless deaths from occurring on our roadways."

To learn more about how the Liquor Commission regularly encourages responsible alcohol consumption, please read the "BASSET FAQ's" article on page 6.



is coming to a town near you!

The **Don't Be Sorry** campaign is spreading the anti-drinking message to locales throughout the state. At past and future events, nationally respected speakers and authors share insight into the dangers of underage drinking.

Please call 312.814.4802 if you are interested in hosting a **Don't Be Sorry** speaking engagement during your school assembly, community meeting, or parent conference. You can also download FREE educational materials and learn more about the health and legal consequences of underage drinking—on both parents and students alike—by visiting www.DontBeSorry.org on the web.

Frequently asked questions about the BASSET Program

By Lee J. Roupas, ILCC BASSET Program Manager



What is BASSET and what does it mean?

BASSET stands for **Beverage Alcohol Sellers and Servers Education and Training**. The Illinois Liquor Control Commission (ILCC) is the licensing and regulatory authority for all seller/server training programs in the State of Illinois.

The ILCC is responsible for licensing, approving, and administering these BASSET-approved programs.

Is BASSET training mandatory?

The Liquor Commission encourages voluntary participation in BASSET training programs. **Please note, however, several local jurisdictions authorities have established specific training requirements as a condition for proper licensing or employment.**

It is the responsibility of all Illinois liquor license holders and staff to be aware of state and local liquor laws, rules, and regulations. Licensees and servers can call the mayor's office in the municipality they are operating (or, if operating in an unincorporated area, contact the county chair's office) to see if BASSET training is required by the local licensing authority. Additionally, many corporate business chains require their franchisees' employees to be BASSET-certified.

What will I learn in BASSET training?

State-licensed BASSET programs provide training in areas ranging from prevention/intervention strategies to age-verification techniques. Participants will learn how to recognize if a patron is intoxicated and been over-served. Servers will be taught behavioral cues and signs to spot when someone is intoxicated, and learn strategies on how best to discontinue service to an intoxicated patron. Additionally, training programs properly instruct sellers/servers regarding age-verification techniques, which can deter underage sales and service.

What are the objectives of the BASSET Program?

The BASSET Program is designed to train and educate sellers and servers on how to serve alcohol responsibly. By properly training the alcoholic beverage industry, the number of drunk driving fatalities and underage sales can be reduced. Ultimately, seller/server training will keep liquor establishments and communities safer.

How do I become a BASSET trainer?

In order to conduct seller/server training in the State of Illinois, an entity or individual must have a BASSET license. A person must

complete an instructor training course and pass an exam. When the instructor training is completed, an application for a BASSET license must be filled out and accompanied by a check for \$250. You must enclose a copy of your certificate and course materials. The instructor training programs on the ILCC website (www.state.il.us/LCC/BASSET) have an affidavit that must be filled out and notarized in lieu of sending the course materials.

When is a BASSET license up for renewal?

The BASSET license is good for one year. A renewal notice will be sent seven weeks before the expiration date.

How many licensed BASSET providers are in the State of Illinois?

There are currently 204 licensed BASSET providers throughout Illinois.

What is the time length of a BASSET class?

For on-premise establishments (ie, restaurants and bars), classes last six hours. For off-premise locations (ie, liquor stores, grocery stores, etc), classes are four hours long.

How much does BASSET training cost and who pays?

Cost of training varies as it is left up to the free market. Typically, though, licensed BASSET providers charge \$25-\$75 per class. Oftentimes, the business owner will pick up this tab for his/her employees.

How do I enroll in a BASSET class?

The ILCC website has a listing of licensed BASSET providers by region of the state and by municipality. Please visit www.state.il.us/LCC/BASSET for the listing. It is recommended to call licensed BASSET providers in your area to get course dates, times and cost.

Can a licensed BASSET trainer come out and teach the class at my establishment?

Yes. There are independent trainers that can come out to your establishment and train your staff.

Do I get a card or certificate after I complete a BASSET class?

The licensed BASSET provider is required to give a certificate of completion upon passage of the examination. It is up to the BASSET provider to send a roster to the ILCC to issue participants their state BASSET cards.

How long is certification good for and do I have to be recertified?

Since the BASSET Program is a voluntary program, length of certification or re-certification is based upon the ordinance in the town

you are doing business in or the server training company you used to get certified. For example, some companies may require recertification every three years for their program.

What if I lost my BASSET card?

Call 312.814.0773 and be ready to offer proof of identification to verify you became certified through a licensed BASSET provider. The cost of a replacement card is \$15.

Will I get reduced insurance rates if I send my staff to BASSET training?

Yes, many insurance companies will reduce your liquor liability if your entire staff is BASSET trained.

Who do I call if I have more questions?

You can reach the BASSET Program by calling 312.814.0773 or by email at lee.roupas@illinois.gov.

Order the “We Card Hard” pack

DOOR DECAL—The door decal features the popular logo stating, “We Card Hard.” Display the door decal on the front door of your establishment. Convenient stores can place them on cooler doors.

ID CHECKING BROCHURE—The new user-friendly “We Card Hard” brochure gives identification checking techniques to help spot fake or fictitious ID’s.

POSTER—The famous ILCC slogan “We Card Hard” shows a stern-looking bouncer carefully checking information on a young woman’s driver’s license.

For more information, or if you would like to order materials, please contact Lee Roupas at 312.814.0773 or visit www.state.il.us/lcc/baset on the web.



“New design for Illinois drivers’ licenses, ID cards” continued from page 1

Cashmat available

Please note that drivers’ licenses and ID cards with the previous design remain valid until the indicated expiration date. Additionally, cards for drivers under the age of 21 remain vertically oriented, **however, “Under 21” horizontal cards issued prior to 2005 remain valid until the indicated expiration date.** To assist licensees in identifying underage ID cards, the Liquor Commission has developed a countertop cashmat, to be placed wherever alcohol is sold.

Entitled “It’s a 2-way street...” these mats show the different types of “Under 21” cards available in Illinois and the penalties involved in selling or buying alcohol for underage consumption.

For example, one side of the mat is oriented toward the cashier and lists the penalties for “selling” alcohol to an underage buyer;

while the other side faces the customer, and details the penalties involved if “buying” alcohol for underage consumption. To order the 15x10 inch mat (shown below) for your establishment, please visit www.state.il.us/LCC/mat.asp or call 312.814.4802.



The above FREE cashmat provides both employees and patrons with a constant reminder of the penalties involved when selling to a minor.

**Illinois Liquor
Control Commission**



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**Order your FREE
ILCC materials today!**

The following FREE Liquor Commission materials are available to all licensees by visiting the web at www.state.il.us/lcc/LEmaterials.asp or calling 312.814.4802:

- Illinois Liquor Control Act and ILCC/BASSET Rules and Regulations.
- "Happy Hour Law" and "Just the Facts" fliers.
- Alcohol "Proof of Age" and "Pregnancy Warning" signs.
- BASSET Program Brochure and Age-Verification Guide.
- "We Card Hard" decal and Liquor Licensee Employee Training Guide.

Illinois e-Services makes it easy to electronically file your returns

As a liquor licensee, you can file your ST-1, Sales and Use Tax return, using the Illinois Department of Revenue's *e-Services*. E-Services has three different electronic filing options for sales tax. These options provide secure transactions, are fast and easy, provide proof of filing and paying, reduce errors, are convenient, and paperless.



The most popular filing option is **Sales and Use Tax Web Filing**. This option is available for free through the Department of Revenue's website: www.tax.illinois.gov. In Fiscal Year 2007, over 330,000 returns were filed using one of our electronic filing options, a 31 percent increase over the FY2006 total.

For those who prefer to use the telephone, **TeleFile** is another viable option. Simply pick up the phone and keypunch in your return information. While still a popular option, as more taxpayers migrate to web filing, the Department of Revenue has seen a decrease in the amount of TeleFile returns. In FY2007, approximately 80,000 returns were received via this method, down from 93,000 in FY2006.

The newest electronic filing option is for **Tax-Preparation Software**. If you are currently using software to prepare your sales and use tax returns, notify your software company that you are interested in filing these returns electronically instead of printing and mailing them.

For more information regarding any of the above filing options, visit www.tax.illinois.gov on the web or contact the Department of Revenue's Electronic Commerce Division at 217.524.4767.